## ORDER

Flight Dates 10/30/12-11/06/12

Order Sep 00:15:00

2265

Estimate # **Product** 

06399486 Alt Order # **OBAMA FOR AMERICA** 263237 / Contract / Revision

Cash Billing Type Original Date / Revision Agency Com 15%

Order Type **GENERAL** 10/29/12 10/29/12 **Billing Contact** EOM/EOC Billing Cycle

Advertiser Pol/Pres/D/Barack Obama Billing Calendar BROADCAST 3050 K Street NW

New till 02/05/09 Suite 100 Demographic A35+ Washington, DC 20007

Agency GMMB **CAND** POL **Rev Codes** AGY

**Buying Contact** Product Codes PL-Presidential-Democrat Sales Office PHI

**Priority** P-2 Sales Region NAT 3050 K Street NW

Advertiser Ref Agency Ref Suite 100 Washington, DC 20007

Primary Account Executive Kristen Waskie

Totals

Account Executive **End Date** Order% Start Date Kristen Waskie 100%

Order Share 100% Market Value 61300

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Billing Plan **Order Totals** Rating Start Date End Date # Spots Net Amount Gross Amount # of Spots Net Amount Gross Amount Month 23 \$52,105.00 \$61,300.00 0.00 10/29/12 11/06/12 \$61,300.00 \$52,105.00 November 2012 23 0.00 \$61,300.00 23 \$52,105.00

								Total	ls
Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKMG 10/30/12 11/05/12	2 Morn News at 5a CM	5-530a	MTWTF	1:00	2	\$900.00P-2	0.00 NM	2	\$1,800.00
	Morn News at 5a						1		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/30/12 11/05/12	MTWTF 2	\$900.00	0.00			······································			
E 2 WKMG 11/06/12 11/06/1:	2 Morn News at 5a CM	5-530a	-1	1:00	1	\$900.00 P-2	0.00 NM	1	\$900.00
	Morn News at 5a								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 11/05/12 11/11/12	-1 1	\$900.00	0.00					_	00 000 00
E 3 WKMG 10/30/12 11/05/1	2 Morn News at 530a CM	530-6a	MTWTF	1:00	2 9	\$1,400.00 P-2	0.00 NM	2	\$2,800.00
	Morn News at 530a								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/30/12 11/05/12	MTWTF 2	\$1,400.00	0.00						
E 4 WKMG 10/30/12 11/05/1	2 CBS This Morning CM	7-9a	MTWTF	1:00	2	\$1,400.00 P-2	0.00 NM	2	\$2,800.00
	The Early Show								
Start Date End Date	<u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u>	Rating						



263237

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Print Date: 10/29/12

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 2265

										Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End	rime Days	Len Sp		Rtg Type S	an and the second of	Amount
E 4 WKMG	10/30/12	2 11/05/12	CBS This Morning	CM	7- <del>9</del> a	MTWTF	1:00	2 \$1,400.00 P-2	0.00 NM	2	\$2,800.00
			The Early Show			B. Com					
-	rt Date	End Date		Spots/Week	<u>Rate</u>	Rating 0.00					
Week: 10/		11/05/12	MTWTF		\$1,400.00 7-9a	-1	1:00	1 \$1,400.00P-2	0.00 NM	1	\$1,400.00
E 5 WKMG	11/06/12	2 11/06/12	CBS This Morning The Early Show	CM	1-9a	- <b>L</b>	1.00	τ ψιμου.συ. =			. ,
Sta	rt Date	End Date	-	Spots/Week	Rate	Rating			1		
Week: 11/		11/11/12	-1		\$1,400.00	0.00					
F 6 WKMG		2 11/06/12	10-11a Let's Make	A De@M	10-11a	-1	1:00	1 \$1,600.00 P-2	0.00 NM	1	\$1,600.00
_ • • • • • • • • • • • • • • • • • • •			Let's Make a Deal								
<u>Sta</u>	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>			1		
Week: 11/		11/11/12	-1		\$1,600.00	0.00	4.00	4 62 400 00 D 2	0.00 NM	4	\$9,600.00
E 7 WKMG	10/30/1	2 11/05/12	Local 6 News 12-		12-1230p	MTWTf	1:00	4 \$2,400.00 P-2	0.00 14141	7	ψ3,000.00
			Local 6 News 12-	•	Data	Rating					
	rt Date	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$2,400.00	0.00					
Week: 10/ E 8 WKMG					530p-6p	MTWTF	1:00	2 \$1,300.00 P-2	0.00 NM	2	\$2,600.00
E 8 VVNVIG	10/30/1	2   1/05/12	Insider	, OW	ooch ob				i		
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		11/05/12	MTWTF		\$1,300.00	0.00					
E 9 WKMG	10/30/1	2 11/05/12	M-F 7:30-8p Insid	e Ed CM	730-8p	MTWTF	1:00	2 \$3,400.00 P-2	0.00 NM	2	\$6,800.00
			Inside Edition								
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10/		11/05/12	MTWTF		\$3,400.00	0.00	1:00	2 \$2,000.00 P-2	0.00 NM	2	\$4,000.00
E 10 WKMG	11/03/1	2 11/03/12			3-330p	2-	1:00	2 \$2,000.00 F-2	0.00 14101	_	Ψ 1,000.00
		E 15.6	College FB Today	y Spots/Week	Rate	Rating					
	art Date	End Date 11/04/12	<u>Weekdays</u> 2-		\$2,000.00	0.00					
Week: 10			NFL TODAY	CM	various	1	1:00	1 \$8,000.00 P-2	0.00 NM	1	\$8,000.00
E II WKIVIG	11/04/1	2 11104/12	NFL TODAY	<b>U.V.</b>					1		
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10		11/04/12	1		\$8,000.00	0.00					440,000,00
E 12 WKMG	11/04/1	2 11/04/12	Sun Prime 8-9p	CM	8-9p	1	1:00	1\$16,000.00 P-2	0.00 NM	1	\$16,000.00
			Amazing Race			- ·					
	art <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Weel		Rating 0.00					
Week: 10		11/04/12	1		1 \$16,000.00	-TWTF	1:00	1 \$1,400.00P-2	0.00 NM	1	\$1,400.00
E 13 WKMG	3 10/30/	12 11/02/12	CBS This Mornin The Early Show	g CM	7-9a	- 1 (4) 1	1.00	, 41,100.001			, ,
21	- 4 D - 4 -	Fad Data		Spots/Weel	c Rate	Rating					
<u>St</u> Week: 10	art <u>Date</u>	End Date 11/04/12	<u>Weekdays</u> -TWTF		1 \$1,400.00						
E 14 WKMC					10-11a	MTWTF	1:00	1 \$1,600.00 P-2	0.00 NM	1	\$1,600.00
F 1- AALCIAIC	, ,0,001	,	Let's Make a Dea						_		
St	art Date	End Date	<u>Weekdays</u>	Spots/Wee	<u>k Rate</u>						
Week: 10		11/05/12	MTWTF		1 \$1,600.00	0.00	and the second	acceptable for the control of the co			104 000 00
	Secretario de Composido	totaletanine	Action to the second se						Totals	23	\$61,300.00